

# SOCIAL MEDIA IN PRACTICE

Out of the 110 million Americans (or 60% of the online population) who use networks, the average social networking user logs on to these sites quite a bit.

- 5 days per week
- Check In 4 times a day for a total of an hour per day
- 9% of this group stay logged in all day long and are constantly checking “What’s New”

Idaho Tourism’s Twitter handles

Twitter.com/visitidaho  
Twitter.com/idahowinter  
Twitter.com/voluntouridaho  
Twitter.com/idtravelcouncil (private)  
Twitter.com/icort  
Twitter.com/cruisingtheloop  
Twitter.com/beoutsideidaho  
Twitter.com/adventureidaho  
Twitter.com/idahofilmoffice

## Twitter web based interfaces:

<http://tweettree.com>  
<http://tweetvisor.com>  
<http://www.itweet.net>  
<http://hootsuite.com/>  
<http://www.tweetdeck.com/>

**#twitter** The hashtag is a favorite tool of conferences and event organizers, but it’s also a way for Twitter users to organize themselves: if everyone agrees to append a certain hashtag to tweets about a topic, it becomes easier to find that topic in search, and more likely the topic will appear in Twitter’s Trending Topics.

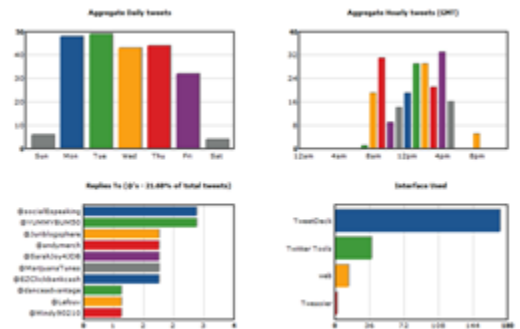
Although not terribly complicated, hashtags have some unwritten rules. The primary one to remember: **don’t overuse them**. If every one of your tweets IS a hashtag, you dilute the usefulness of them by fragmenting the conversation. In addition, many people will shy away from you because it seems spammy.

Another simple tip: give your hashtag context. Most people won’t actually know what your hashtag means, so give a quick explanation in one of your tweets or, if you’re making a hashtag, make it very apparent what it’s talking about.

Finally, if you’re looking to create a hashtag, be sure that it adds value for yourself and your followers. The best way to utilize them is when you need to organize information. Conferences, major events, and even reminders (i.e. #todo) can help organize specific tweets and make life easier on you and your followers.

Source: Mashable

1. [TweetStats](#) – Basically it graphs your Twitter stats including Tweets per hour, per month and Tweet timeline. It’s not the most beautiful of sites but the functionality is



great.

2. [TwitterGrader](#) – this is a well put together tool which looks at your profile and gives it a ranking – it also has an api which could be useful for developers.
3. [Twitterholic](#) – this tool looks at all of the local



twitter users in your area and gives you a ranking.

4. [TweetVolume](#) enter a few words and see how many times they appear on twitter.

[Hootsuite](#) and [Bit.ly](#) are also great stats tools to measure your link popularity. Source: Social Media Today



More than 350 million active users. Average person becomes a FAN of 2 pages each month.

**Visit Idaho Fan Page**

**Idaho Scenic Byways Fan Page**



Top photo sharing site ( Free account has limited storage)

**Visit Idaho photo stream**



Hotel reviews, photos and travel advice for hotels and vacations -- merges with Facebook.

**Idaho Tourism profile**



Broadcast Yourself™  
Serves 75 billion video streams – 375 million unique users.

**Visit Idaho Channel**

**Idaho Travel Council Channel**



Business-oriented social networking site, mainly used for professional networking. LinkedIn has more than 50 million registered users, spanning more than 200 countries and territories worldwide.



**Everlater**

A place to easily record and remember travel experiences, share them with friends and family, and discover new travel ideas from your social network and other travelers.

**Visit Idaho profile** - Trips and vacation ideas

**ICORT**

**Meet in Idaho**

**Idaho Travel Council**

**Visit Idaho website**



**Social Media Toolbox @**

2010 Idaho Digital Travel Guide [visitidaho.org/digital](http://visitidaho.org/digital)  
Attractions, Outdoor Recreation & Events listed on  
[visitidaho.org](http://visitidaho.org)